



# Developing a Social Media Strategy for Tourism 102

This Presentation is:



# There are No Experts:

## What Is A Social Media Expert?

supercoolcreative

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**In business you don't have to  
use social media, but you  
should know about it!**

# Social Media Strategy 102



It's on your  
thumb drive!

# Social Media Strategy 102

It's on your thumb drive!



## Social Media Strategy

John Hope-Johnstone  
Chief Strategist, HPR Social Media  
March 30th 2010

“Social media strategy has been embraced by businesses big and small, and that's both promising and commendable. As you continue to invest in fleshing out these initiatives, though, keep the importance of promoting them in mind. Consider your cross-media marketing campaign as a whole, and look for ways each channel could potentially accommodate advertising for your social efforts. By increasing your visibility, you stand to directly increase the number of current and potential customers.”

- Steve Glauberman

So you've entered the world of social media and created a twitter account and a facebook fan page and other social media platforms for your organization. Your Community Managers are being busy little bees writing blogs. You're posting videos on your YouTube channel and photos of your publicity events on Flickr, but.....no one knows about it!! What you need is a social media strategy to make it all work.



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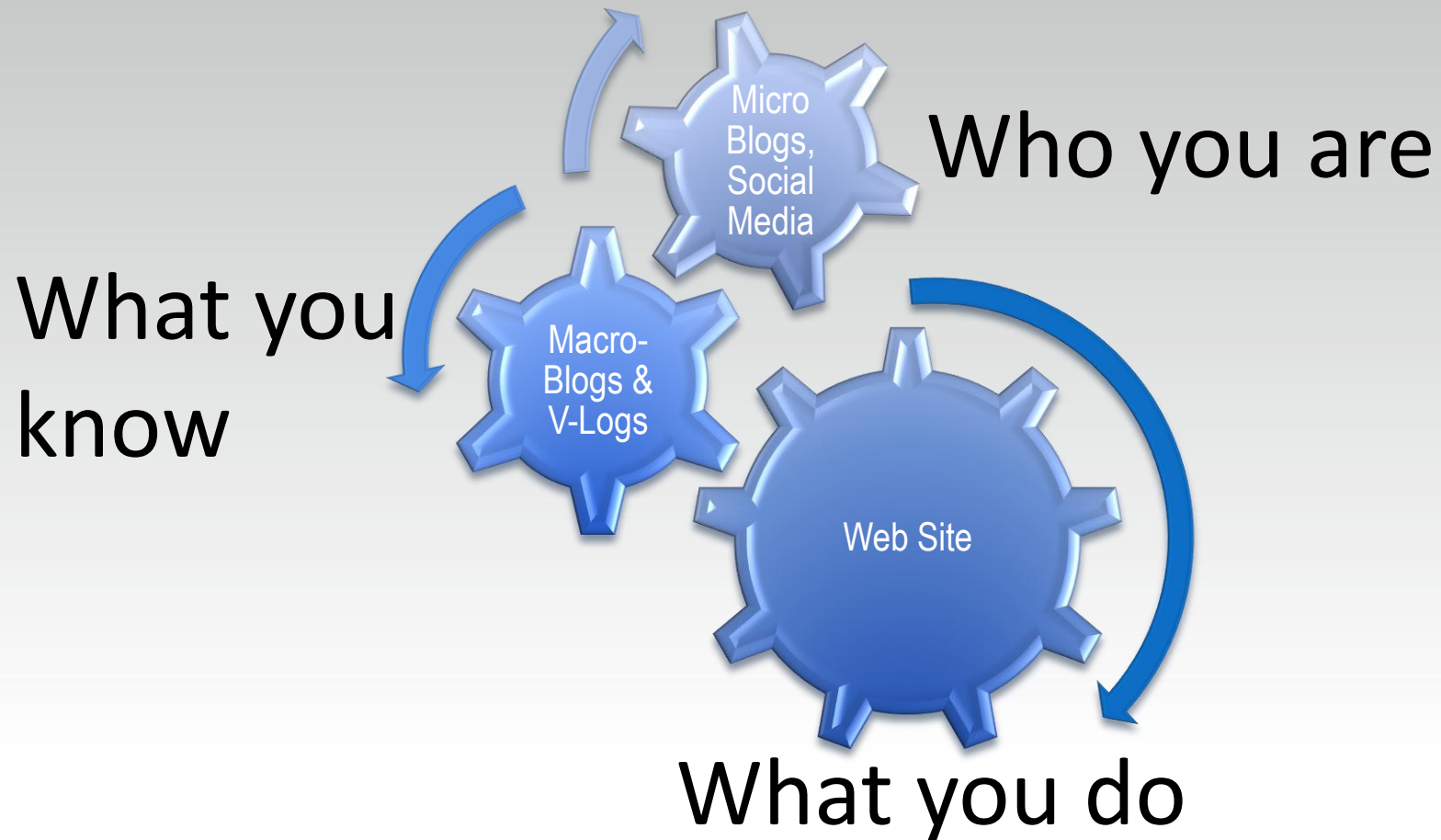
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**Social Platforms do NOT stand alone!  
They Feed Each Other**

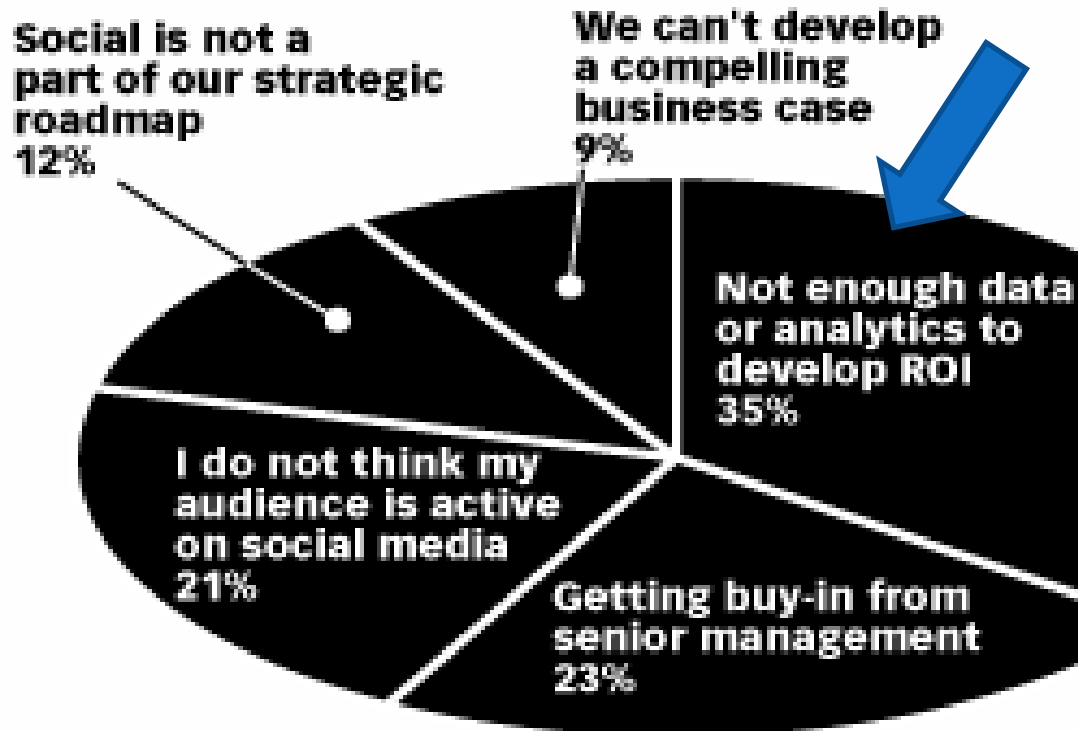


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## Main Obstacle to Implementing a Social Media Strategy According to US Marketing Professionals, April 2010 (% of respondents)



Note: n=243

Source: R2integrated (R2i) provided to eMarketer, April 14, 2010



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- A Strategy is simply a Plan of action
- The plan must have goals and objectives so you know if you've reached your destination

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- 69% of Marketers using social media did not have any strategy
- 71% of those marketers failed to find value in social media at the end of one year

Digital Brand Expressions Study 2010

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## Performance of Social Media Tactics, June 2010

% of US small businesses

**Develop a higher awareness of your organization within your target market**



**Identify and attract new customers**



**Stay engaged with current customers**



**Collaborate more effectively externally, such as with suppliers, partners and colleagues**



**Collaborate more effectively internally**



■ Expected

■ Accomplished

*Note: n=115; \*that use/may use social media*

*Source: Network Solutions and the Center for Excellence in Service at the University of Maryland's Robert H. Smith School of Business, "The State of Small Business Report: June 2010 Survey of Small Business Success," Sep 10, 2010*

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[www.eMarketer.com](http://www.eMarketer.com)

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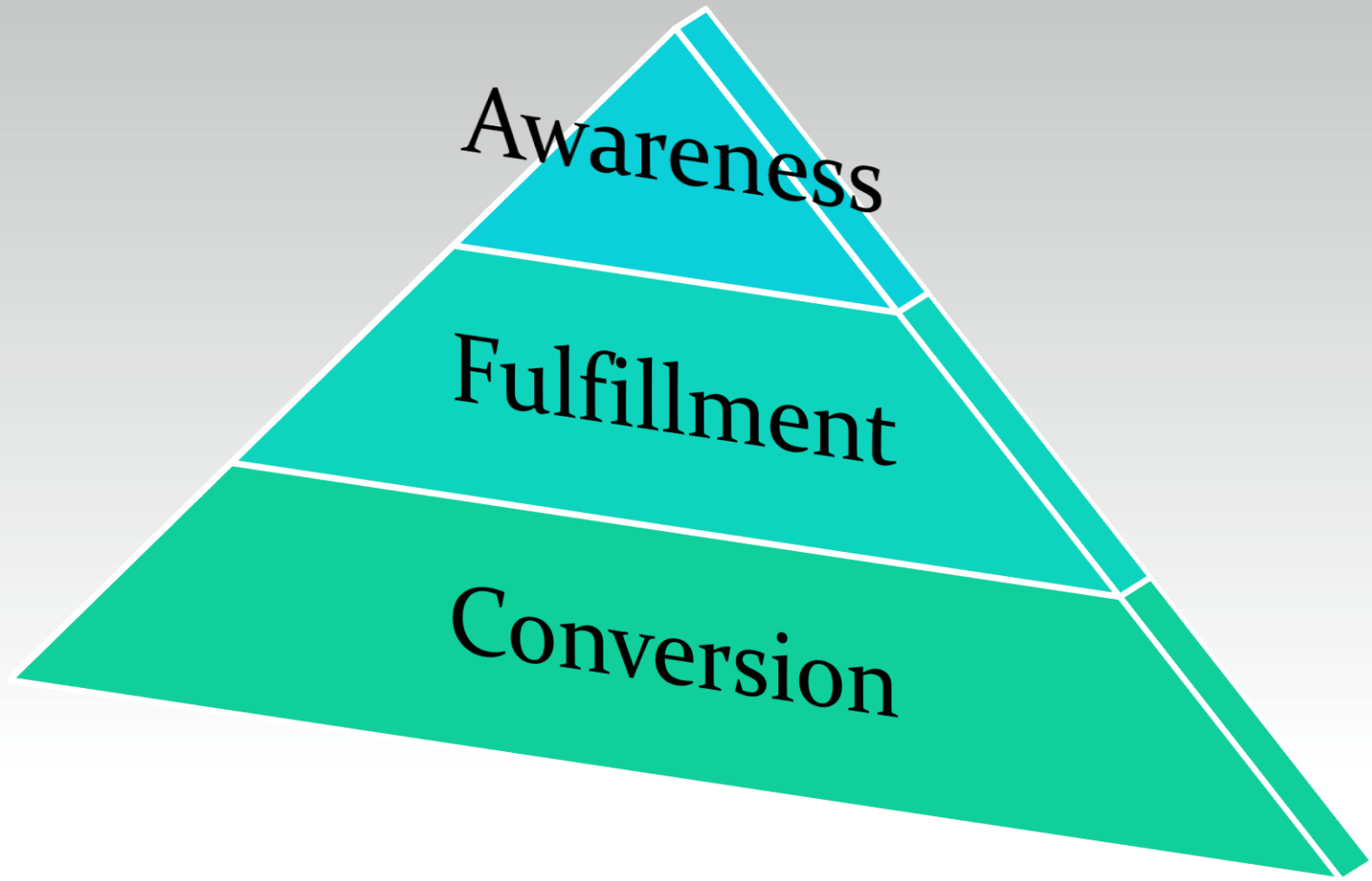
Ask: How Can a Social Media Strategy help you realize your:

- Mission Statement ?
- Communications Plan ?
- Brand Promise ?

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Your Strategy and Metrics must relate to travel consumers buying cycles.

# Social Media Strategy 102



# Social Media Strategy 102



## Conversion

Booking engines

Permission based texting

Location based marketing

QR Codes

## Fulfillment

Unique Web Visits

E-Newsletter

YouTube views

Blog Reads

Social Media clicks to special  
Landing pages on TO.com

Facebook Impressions

## Brand Awareness

PR Social Media conversations

Facebook fan numbers

Twitter follower numbers

Location based friend numbers

YouTube friends



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	Social Media Objectives											
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Twitter	650	700	730	750	780	790	850	875	900	920	980	1000
Facebook	320	350	380	400	450	600	625	630	675	685	700	750
Linkedin	199	220	280	300	320	350	375	400	425	460	470	510
YouTube	600	675	680	700	750	800	860	870	890	920	1100	1250
Blog	300	325	375	380	395	450	500	560	575	580	600	645
Flickr	125	185	220	250	265	280	320	325	345	400	410	415

Step 1: Looking back over this years' analytics or making a SWAG set out your objectives by platform.

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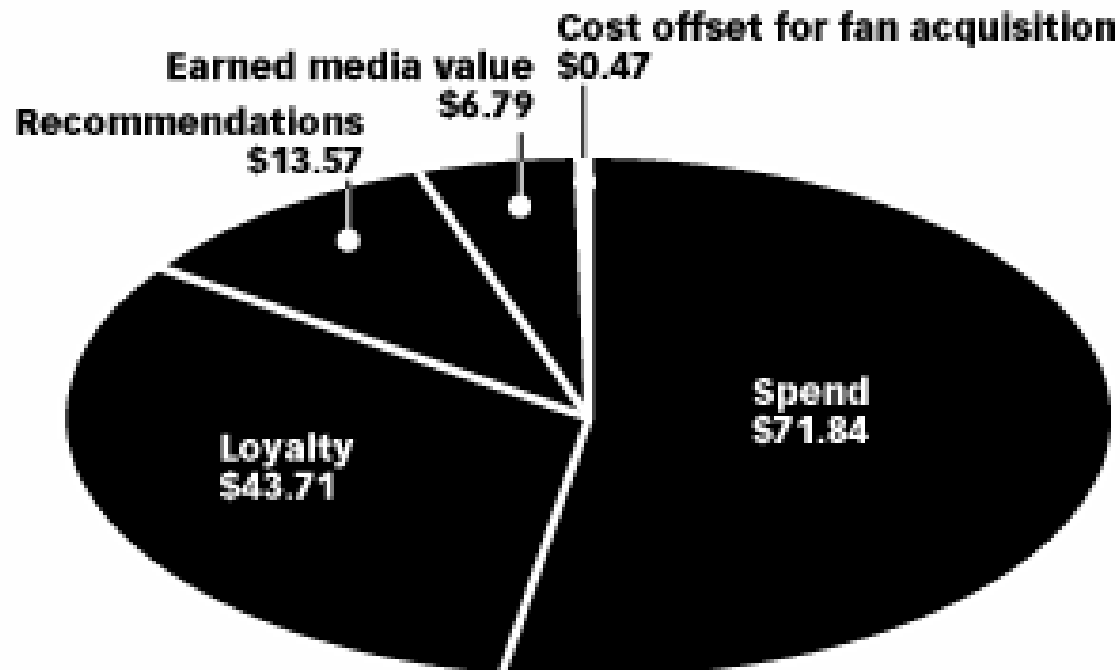
Top 30 of 76 Total Referrers

#	Hits	Referrer
1	90 1.53%	<a href="http://www.facebook.com/HPRSocialMedia">http://www.facebook.com/HPRSocialMedia</a>
2	15 0.25%	<a href="http://www.google.com/search">http://www.google.com/search</a>
3	14 0.24%	<a href="http://www.google.com/url">http://www.google.com/url</a>
4	8 0.14%	<a href="http://www.facebook.com/">http://www.facebook.com/</a>
5	8 0.14%	<a href="http://www.facebook.com/l.php">http://www.facebook.com/l.php</a>
6	6 0.10%	<a href="http://www.prweb.com/releases/2010/01/prweb3407584.htm">http://www.prweb.com/releases/2010/01/prweb3407584.htm</a>
7	3 0.05%	<a href="http://www.facebook.com/reqs.php">http://www.facebook.com/reqs.php</a>
8	3 0.05%	<a href="http://www.prod.facebook.com/HPRSocialMedia">http://www.prod.facebook.com/HPRSocialMedia</a>
9	2 0.03%	<a href="http://buzzmaster.wordpress.com/">http://buzzmaster.wordpress.com/</a>

Step 2: Determine the total growth of Web site hits from social media platforms as a %

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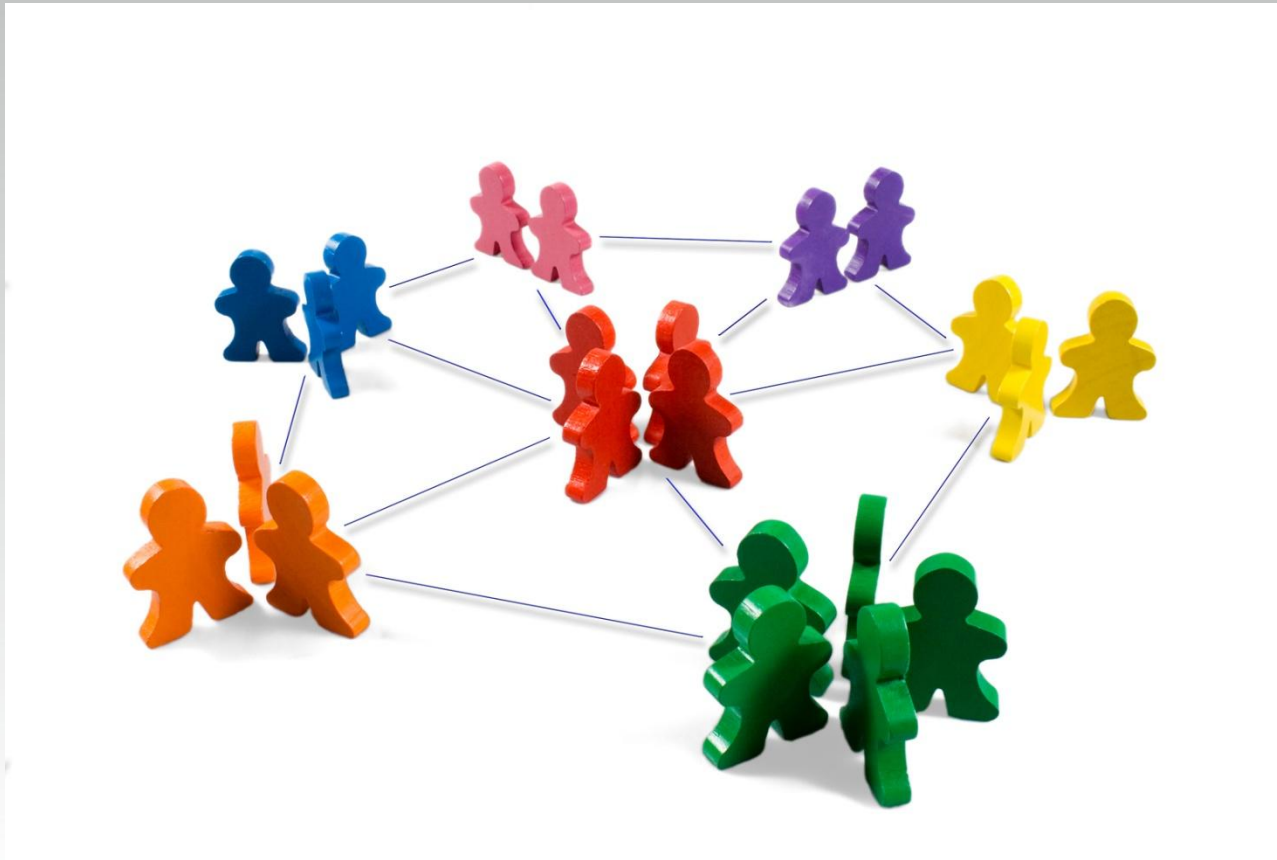
## Average Value of a Facebook Fan in North America, June 2010



*Note: total average value=\$136.38 across the 20 brands included in the study*

*Source: Syncapse and Hotspex, "The Value of a Facebook Fan: An Empirical Review," provided to eMarketer, June 11, 2010*

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Step 3: Define your Communities of Common Interest

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## Klout Score

Measurement of your overall online influence [Learn more](#)



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**K 31**

John Hope-Johnstone is effectively using social media to influence their network across a variety of topics.

### Klout Score



Step 4: Define top Key Influencers in each Community

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Step 5: Assign Community Managers who can create Buzz!



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	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2													
3													
4	<b>Category</b>	J	A	S	O	N	D	J	F	M	A	M	J
5	Engaging with SM												
6	Dev Key Influencers												
7	Buzz												
8	Strategy												
9	Marketing SM Content												
10	Measuring Results												
11	SM Content												
12	Losing the Social												
13	Virtual Town Halls												
14	Integration												
15	Community												
16	Selling your SM												
17	SM Tips												
18	Getting Fans												
19	SM Presence												
20	Finding Time for SM												
21	Promoting your Brand												
22	Humanity												
23	Networking Vs Broadcasting												
24	Editorial Calendar												
25	Owning the Long Tail												
26	Re-Do SM Strategy												
27	Consumer Gen Content												
28	City and Social Media												
29	Travel & Social Media												

Step 6: Create a Media Content Calendar



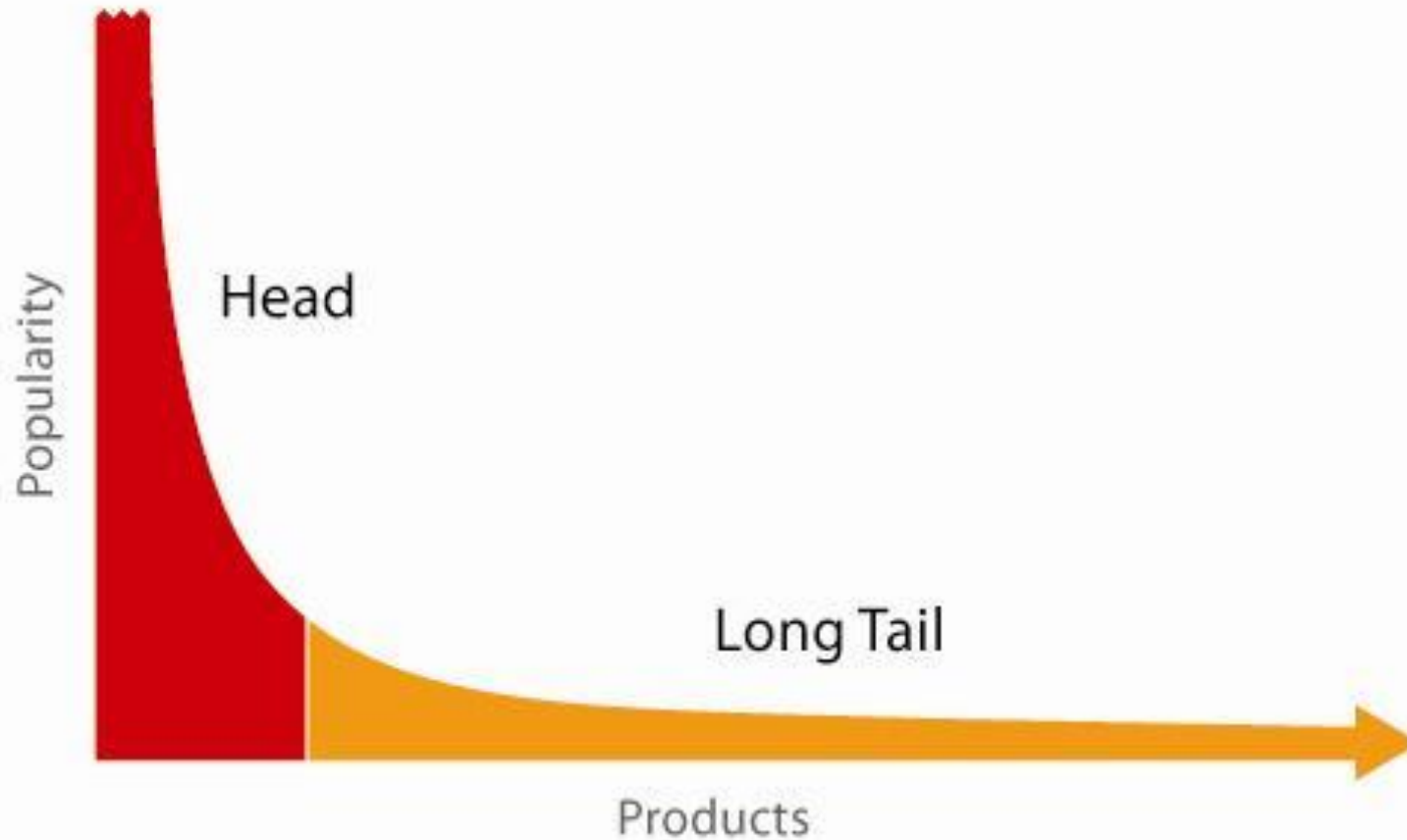
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Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?	Local Search Trends
☆ <b>social media</b>		1,220,000	550,000	
☆ <b>social media</b> marketing		135,000	49,500	
☆ <b>social media</b> sites		18,100	9,900	
☆ <b>social media</b> optimization		9,900	3,600	
☆ <b>social media</b> strategy		18,100	8,100	
☆ <b>social media</b> news		8,100	3,600	
☆ <b>social media</b> tools		12,100	5,400	
☆ <b>social media</b> statistics		6,600	4,400	
☆ what is <b>social media</b>		18,100	9,900	
☆ <b>social media</b> plan		6,600	3,600	
☆ <b>social media</b> advertising		5,400	2,900	
☆ <b>social media</b> definition		5,400	2,400	
☆ <b>social media</b> blog		6,600	2,400	
☆ <b>social media</b> management		8,100	4,400	

Step 7: Check on Key Word Values of content (short or longtail)

# Social Media 102

## The New Marketplace



# Social Media Strategy 102

## **Release your content using the Third Rule:**

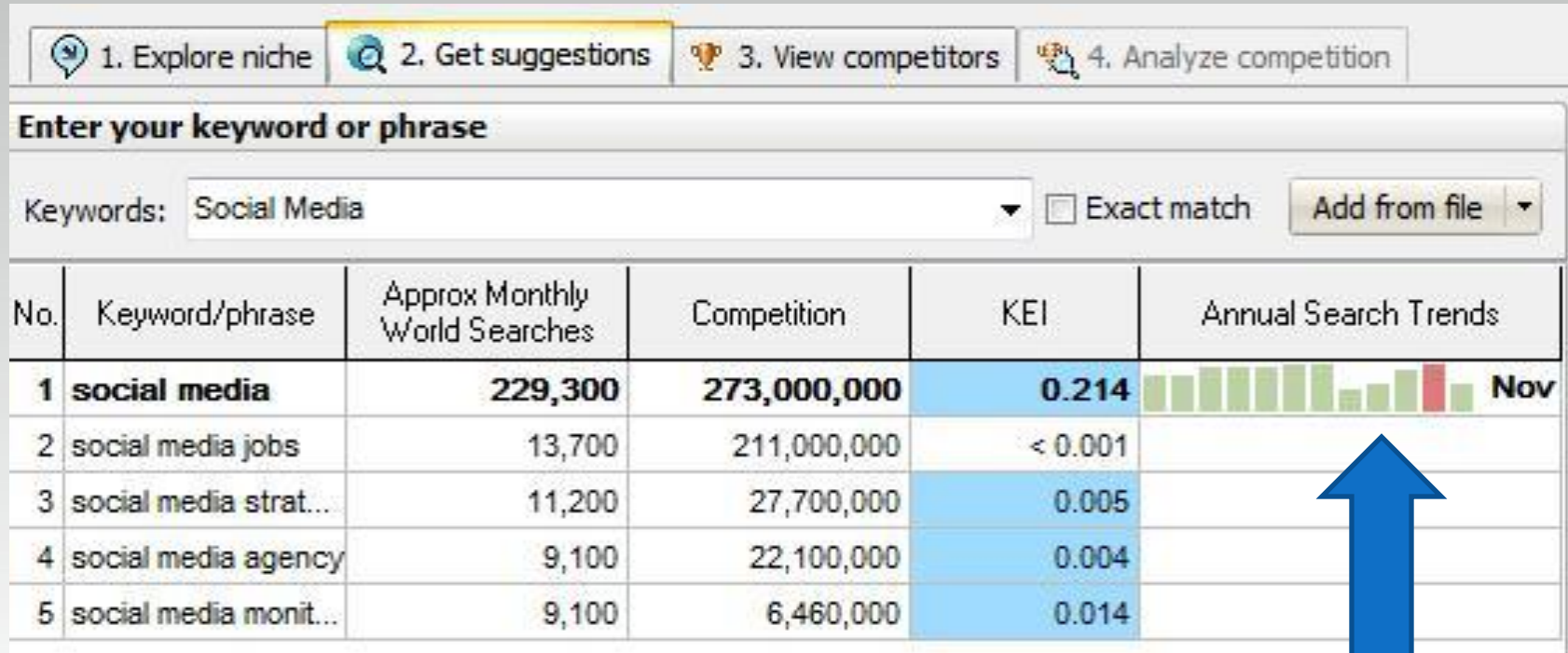
1. Is About You
2. Is About Them
3. Is About Topic

## **Then use the 60%/40% Rule:**

40% original content

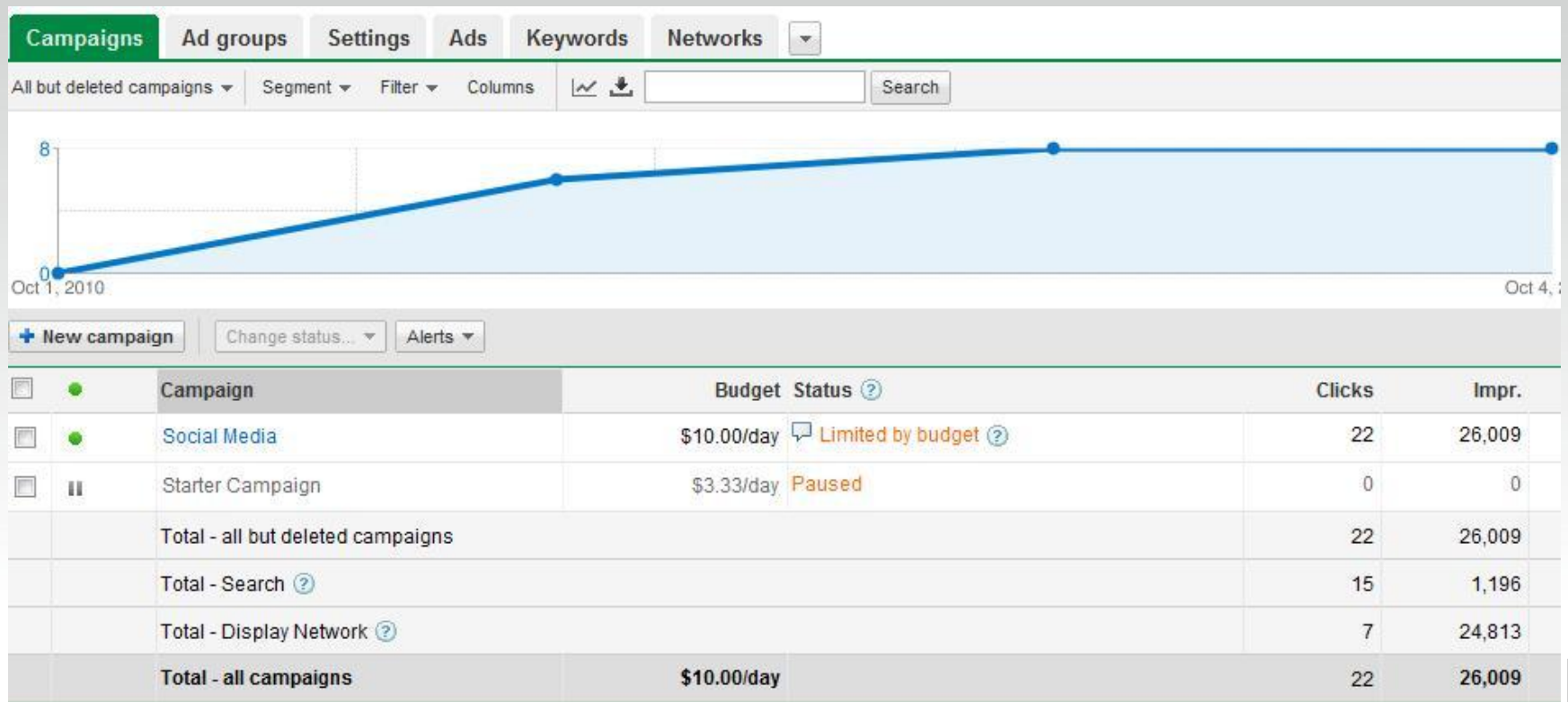
60% pointing to high value third party content

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Step 8: Create Strategy for PPC for low scoring key words

# Social Media Strategy 102



# Social Media Strategy 102



# Social Media Strategy 102

## Developing a Social Media Strategy

### Learn New Strategies

for achieving success through social media.

Welcome, you are just two steps away from downloading the HPR Social Media White Paper on "Developing a Social Media Strategy."

This White Paper is a compilation of several blogs explaining the system that HPR Social Media uses to develop a social media strategy, for itself and for clients. We hope that you find it informative.



Yes, I would like to receive the HPR White Paper.

**Step 1:** Submit your first name and email.



Please contact us through the contact page of our Web site [www.johnhopejohnstone.com](http://www.johnhopejohnstone.com) if you have any questions. View our [privacy policy](#).



## Step 9: Develop campaign based landing pages to convert



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				Web Site SM	Web Site SM	Web Site SM
Platforms:	SM Sept 08	SM Sept 09	Percent +/-	Sept 08	Sept 09	Percent +/-
facebook fan page	1452	3000	52	450	680	34
Blog 1	136	178	24	42	55	24
Blog 2	140	185	24	34	27	-26
Twitter #department	132	287	54	42	49	14
Twitter #city	140	304	54	26	32	19
You Tube	11527	18720	38	320	475	33
Flickr	892	1125	21	82	176	53
Totals	14419	23799	39	996	1494	33
				Increase=	498	

Step 10: Start Tracking social media growth and hits to Web site

# Social Media Strategy 102

**Fliptop**  
fliptopTV's Channel

Subscribe

Uploads

Dashboard


Channels

Subscribers


Posts

### Channels

Add Channel

Channels	Posts	Subscribers	Clicks
 Facebook	30,056	74,126	33,378

Account	Wall Posts	Fans	Likes	Shares	Comments	Clicks
NBA on ESPN	11,220	36,220	4,220	6,120	4,220	13,210
ESPN College Hoops	10,580	15,380	2,180	9,005	2,580	10,446
ESPN Soccernet	8,256	22,526	3,956	11,045	3,356	9,722

 iChimp

43

16,356

25,326

0:25 / 1:56

CC 480p

# Social Media Strategy 102



## Conversion

Booking engines

Permission based texting

Location based marketing

QR Codes

## Fulfillment

Unique Web Visits

E-Newsletter

YouTube views

Blog Reads

Social Media clicks to special  
Landing pages on TO.com

Facebook Impressions

## Brand Awareness

PR Social Media conversations

Facebook fan numbers

Twitter follower numbers

Location based friend numbers

YouTube friends

## More Assistance:

### Sources of further info:

- 1 Week Free WebEx coaching
- “Secrets for Success in Social Media Marketing”  
Amazon.com
- “How to Market Tourism in the 21<sup>st</sup> Century”  
Amazon.com or Lulu.com
- [www.buzzmaster.wordpress.com](http://www.buzzmaster.wordpress.com) (Blog)
- [www.facebook.com/HPRSocialMedia](http://www.facebook.com/HPRSocialMedia)
- [www.johnhopejohnstone.com](http://www.johnhopejohnstone.com)
- Your own company seminar